

#### GUIDING PRINCIPLE: BALANCED LAND USE

General/overarching comment: No single concept (bubble) should dominate to the exclusion of another. In other words, they all have meaning and

importance, even though some may receive a higher priority.

Priority	Concept	Direct Relationship	Indirect Relationship	Comment
1	Growth Areas	<ul> <li>Multiple hubs w/ high density cores</li> <li>Infuse cultural amenities</li> </ul>	<ul> <li>Urban open space</li> <li>20-minute City</li> <li>Provide trees, bike access and seating in hubs</li> <li>Urban living amenities</li> <li>Transit oriented development</li> <li>Growing Up, not out</li> <li>Parks, recreation and open space</li> </ul>	Growth areas should be balanced (crucial to a balanced community, i.e. jobs vs. housing, retail vs. recreation, etc.)
1	Multiple Hubs with High Density Cores	<ul> <li>Growth Areas</li> <li>20-Minute City</li> <li>Provide trees, bike access and seating in hubs</li> </ul>	<ul> <li>Infuse cultural amenities</li> <li>Urban living amenities</li> <li>Compact infill development</li> <li>Transit-oriented development</li> <li>Growing up, not out</li> </ul>	See Growth Areas
1	20- Minute City	<ul> <li>Multiple hubs w/ high density cores</li> <li>Urban living amenities</li> <li>Compact Infill development</li> </ul>	<ul> <li>Provide trees, bike access and seating in hubs</li> <li>Growth areas</li> <li>Transit-oriented development</li> <li>Growing up, not out</li> <li>Infuse cultural amenities</li> <li>Urban open space</li> </ul>	Includes walking, bicycling and public transportation for daily needs
1	Urban Open Space	Infuse cultural amenities	Growth areas	Crucial to a balanced community
1	Transit-Oriented Development	Urban living amenities	<ul> <li>Infuse cultural amenities</li> <li>20-minute City</li> <li>Urban open space</li> <li>Growth areas</li> <li>Multiple hubs w/high density cores</li> <li>Compact infill development</li> <li>Provide trees, bike access and seating in hubs</li> </ul>	Transportation is related to about everything
1	Parks, Recreation		Urban open space	



	and Open Space		<ul> <li>Infuse cultural amenities</li> <li>Urban living amenities</li> <li>Growth areas</li> <li>Multiple hubs w/ high density cores</li> <li>20-minute City</li> </ul>	
1	Compatibility with Neighborhood	Multiple hubs w/ high density cores	<ul> <li>Growth areas</li> <li>20-minute City</li> <li>Provide trees, bike access and seating in hubs</li> <li>Urban living amenities</li> <li>Infuse Cultural Amenities</li> <li>Transit-oriented development</li> </ul>	
1	Housing for all Incomes	Design smaller, more affordable homes	·	
1	Revitalization – Enhance what is Existing	Redevelopment – Start     New		These concepts must be balanced and applied on a case-by-case basis
1	Redevelopment – Start new	Revitalization – enhance what is existing		These concepts must be balanced and applied on a case-by-case basis
1	Design Smaller, More Affordable Homes	Housing for all incomes		
2	Town-Gown Connection			Question what this really means; interaction & communication most likely
2	Compact Infill Development	<ul><li>20-minute City</li><li>Growing up not out</li></ul>	<ul> <li>Urban living amenities</li> <li>Multiple hubs w/ High density cores</li> <li>Provide trees, bike access and seating in hubs</li> <li>Compatibility with neighborhoods</li> <li>Growth areas</li> <li>Transit-oriented development</li> </ul>	



			Infuse cultural amenities	
2	Cultural Resource Areas Valued	Preserve Historic and archeological sites		Questions as to what CRA's really are and should always apply only to neighborhoods; seen primarily as a neighborhood preservation tool
2	Infuse Cultural Amenities	<ul><li> Growth areas</li><li> Urban living amenities</li><li> Urban Open Space</li></ul>	<ul> <li>Multiple Hubs w/ High density cores</li> <li>Provide trees, bike access and seating in hubs</li> <li>Parks, recreation and open space</li> <li>Compatibility with neighborhood</li> <li>20-minute City</li> </ul>	These relationships are crucial to a balanced community
2	Provide trees, bike access and seating in hubs	Multiple hubs w/ high density cores	<ul> <li>Compatibility with neighborhood</li> <li>20-Minute City</li> <li>Urban living amenities</li> <li>Compact Infill Development</li> <li>Growing up, not out</li> <li>Transit-oriented development</li> <li>Infuse cultural amenities</li> </ul>	
2	Character Area Plans	•	<ul> <li>Multiple hubs with high density cores</li> <li>Growth areas</li> <li>Infuse cultural amenities</li> <li>Provide trees, bike access and seating in hubs</li> <li>Urban living amenities</li> <li>Urban open space</li> <li>Compact infill development</li> </ul>	
2	Growing Up, Not Out	Compact infill development	<ul> <li>20-minute City</li> <li>Urban living amenities</li> <li>Multiple hubs w/ high density cores</li> <li>Transit-oriented development</li> <li>Infuse cultural amenities</li> <li>Compatibility with neighborhoods</li> <li>Provide trees, bike access and seating in hubs</li> </ul>	



			Growth areas	
2	Urban Living Amenities	<ul> <li>Transit-oriented development</li> <li>Infuse cultural amenities</li> <li>20-Minute City</li> </ul>	<ul> <li>Growth areas</li> <li>Urban open space</li> <li>Multiple hubs w/ high density cores</li> <li>Compact infill development</li> <li>Growing up, not out</li> <li>Compatibility with neighborhood</li> <li>Provide trees, bike access and seating in hubs</li> <li>Character area plans</li> <li>Parks, recreation and open space</li> </ul>	
2	Preserve Historic and Archeological Sites		Cultural Resource Areas valued	Neighborhood preservation important, in addition to and in conjunction with historic preservation
2	Determine Where Density Make Sense			Applies to most, if not all concepts
2	Density that Attracts Professionals and "Creatives"			Applies to most, if not all concepts
3	High Quality Community Design		Multiple hubs w/ high density cores	Question what this means, i.e. general layout of streets or uses, or building design; could apply to many, if not all other concepts
3	Land Use for Job- Housing Mix			
3	Land Use- Transportation Integration			



2	Streetcar Land Use		
3	Planning		
2	Parking and Access		
3	Management		
	Mixed Land Use		
3	Redefined		

#### GUIDING PRINCIPLE: INCREASED MOBILITY/GREATER ACCESSBILITY

Priority	Concept	Direct Relationship	Indirect Relationship
	Bus Rapid Transit	<ul><li>Park and Rides</li><li>Cleaner air</li></ul>	<ul> <li>Amenities for neighborhoods that want connectivity (walk, bike, transit)</li> </ul>
	Bus Rupiu Transic	<ul> <li>Traffic Management (Flow, HOV, crossover lanes)</li> </ul>	<ul> <li>Fill gaps in multi-modal system</li> <li>Transit supported by ridership (economic sustainability)</li> </ul>
		<ul><li>Cleaner air</li><li>Complete Streets</li></ul>	<ul> <li>Amenities for neighborhoods that want connectivity (walk, bike, transit)</li> </ul>
	Tree Lined Streets	Ped-bike amenities	Connecting open space with paths
			<ul> <li>Designated bike routes</li> <li>ADA Accessible</li> </ul>
			Increase bike ridership
		Multi commercial cores	Paths connect to region
	Land use-	Affordable housing-transportation	Designated bike routes
	Transportation	access	Bike or walk to school
	Integration	Light rail and streetcar	Connect open space with bike paths
	Multi Commercial	20-Minute City	Bike as transportation mode
	Cores	Urban living amenities	•
	Optimize, Increase	Bus Rapid Transit	Designated Bike Routes
	Multi-Modal	Light Rail and Streetcar	Tree Lined Streets
	Options		Connect Open Space with Bike Paths
	Ped-Bike Amenities	Tree Lined Streets	Designated bike routes



Bike As Transportation Mode	<ul> <li>Fill gaps in multi-modal system</li> <li>Designated Bike Routes</li> <li>Ped-Bike Amenities</li> </ul>	<ul> <li>Shaded and secured bicycle parking</li> <li>Bike/Walk to school</li> <li>Shared and secured bicycle parking</li> <li>Urban living amenities</li> <li>Paths that connect to the region</li> </ul>
Commuter, Inter- City Rail Affordable Housing- Transportation	<ul> <li>Land Use-Transportation Integration</li> <li>Cleaner Air</li> <li>Bus Rapid Transit</li> <li>Light rail and streetcar</li> <li>Bike/walk to school</li> </ul>	
Access  Complete Streets	<ul> <li>Tree lined streets</li> <li>Urban living amenities</li> <li>ADA accessible</li> <li>Paths connect to larger region</li> <li>Optimize/Increase multi-modal options</li> </ul>	<ul> <li>Ped-Bike amenities</li> <li>Shaded, secured bike parking</li> <li>Connect open space with bike paths</li> <li>Amenities for neighborhoods that want connectivity (walk, bike, transit)</li> </ul>
Urban Living Amenities	<ul> <li>Tree lines streets</li> <li>20-Minute City</li> <li>Complete Streets</li> </ul>	<ul> <li>Ped-Bike amenities</li> <li>Shaded, secured bike parking</li> <li>Connect open space with bike paths</li> <li>Amenities for neighborhoods that want connectivity (walk, bike, transit)</li> </ul>
Bike/Walk to School	Fill the gaps in multi-modal system	<ul> <li>Designated bike routes</li> <li>Educating Bike-Car courtesy</li> </ul>
Cleaner Air	<ul> <li>Multiple commercial cores</li> <li>Tree lined streets</li> <li>Bus Rapid Transit</li> <li>Commuter, Inter-city rail</li> </ul>	<ul> <li>Transit to events</li> <li>Increase bike ridership</li> </ul>
ADA Accessibility	<ul><li>Complete streets</li><li>Urban living amenities</li></ul>	Filling gaps in multi-modal system



Parking Management (and education)	Park and rides	
Connect Open Space with bike paths	Fill gaps in multi-modal system	<ul> <li>Bike/Walk to school</li> <li>Shaded, secured bike parking</li> </ul>
Transit to Events	Cleaner Air	<ul> <li>Fill gaps in multi-modal system</li> <li>Shaded, secured bike parking</li> </ul>
Using technology (e.g. applications for next bus or parking)	<ul> <li>Light rail and streetcar</li> <li>Parking management</li> </ul>	Increase multi-modal options
Youth Transit Pass	Using technology (e.g. applications for next bus or parking)	<ul> <li>Transit to Events</li> <li>Bike/Walk to School</li> <li>Park and rides</li> </ul>
Paths Connect to Region	<ul><li>Ped-Bike amenities</li><li>Designated bike routes</li></ul>	Fill gaps in multi-modal system
Light Rail and Streetcar	<ul> <li>Land use-transportation integration</li> <li>Transit supported by ridership (economic sustainability)</li> </ul>	Using technology (e.g. applications for next bus or parking)
Transit Supported By Ridership (economic sustainability)	<ul><li>Light rail and street car</li><li>Park and rides</li></ul>	Cleaner Air
Increase Bike Ridership	<ul> <li>Designated bike routes</li> <li>Connect open space with bike paths</li> <li>Shaded and secured bicycle parking</li> </ul>	<ul> <li>Bike/Walk to school</li> <li>Educating car-bike courtesy</li> </ul>
Designated Bike Routes	<ul><li>Increase bike ridership</li><li>Connect open space with bike paths</li></ul>	Bike as transportation mode
Educating Bike-Car Courtesy	Increase bike ridership	
Shaded and Secure Bicycle Park	Increase bike ridership	



Amenities for	•	Tree lined streets	•	Shaded and secured bicycle parking
Neighborhoods	•	Complete streets	•	Affordable housing-transportation access
that want	•	Designated bike routes		
connectivity (walk,	•	Ped-bike Amenities		
bike, transit)	•	Multi commercial cores		
Traffic	•	Bus Rapid Transit		
Management	•	Light Rail and streetcar		
(Flow HOV,				
Crossover Lanes)				
	•	Affordable housing-transportation	•	Multi commercial cores
Streetcar Land Use		access		
Planning		Land use-transportation integration		

#### GUIDING PRINCIPLE: ENHANCED QUALITY OF LIFE/PRESERVATION OF NEIGHBORHOOD CHARACTER

Priority	Concept	Direct Relationship	Indirect Relationship
1	Aging in Place & Long Term Residency	<ul> <li>Easy Access to transit</li> <li>Affordable Housing Units</li> <li>Connect Human Services</li> </ul>	<ul> <li>A community for all ages and abilities</li> <li>Walkable neighborhoods</li> <li>Safe neighborhoods</li> <li>Help property maintenance for elderly/disabled</li> </ul>
1	Attract Young Families	<ul><li>Walkable neighborhoods</li><li>20-minute City</li></ul>	<ul> <li>Open Space to reflect neighborhood</li> <li>Increase Home Ownership</li> <li>Arts and Cultural Enhancement</li> </ul>
1	Code Enforcement Relations	Compel property owner maintenance responsibility	<ul> <li>Safe neighborhoods</li> <li>Help property maintenance for elderly/disabled</li> </ul>
1	Safe Neighborhoods	<ul> <li>Attract Young Families</li> <li>Aging in Place &amp; Long Term Residency</li> </ul>	Increase Homeownership     Tree lined streets
1	Historic Preservation and Reuse	<ul> <li>Code Enforcement Relations</li> <li>Preserve and Revitalize Neighborhoods</li> </ul>	<ul> <li>Neighborhood Grants</li> <li>Open space to reflect neighborhoods</li> <li>Preserve flood irrigation</li> </ul>



1	Development Density Transitions	<ul> <li>Historic Preservation and Reuse</li> <li>Cultural Resource Areas Valued</li> </ul> Tree lined streets
2	20-Minute City	<ul> <li>Walkable neighborhoods</li> <li>Easy access to transit</li> <li>Sustainable new development</li> <li>Tree lined streets</li> <li>Defined or balanced city services</li> <li>Arts and culture enhancement</li> </ul>
2	Character Area Planning	<ul> <li>Placemaking</li> <li>Recognize and celebrate Identity at hubs</li> <li>Attract Young Families</li> <li>Historic Preservation and Reuse</li> <li>Affordable Housing-Transportation Access</li> </ul>
2	Compel Property Owner Maintenance	<ul> <li>Code enforcement relations</li> <li>Enhanced communication between City/Neighborhood</li> <li>Infrastructure maintenance</li> <li>Increase home ownership</li> </ul>
2	Healthy Community Policies	<ul> <li>Affordable housing-transportation access</li> <li>Preserve and revitalize neighborhoods</li> <li>Walkable neighborhoods</li> <li>Locally owned businesses</li> <li>Preserve flood irrigation</li> <li>Tree lined streets</li> <li>Safe neighborhoods</li> <li>Address homelessness</li> </ul>
2	Arts and Cultural Enhancement	<ul> <li>Urban Living Amenities</li> <li>Neighborhood Grants</li> </ul>
2	Enhanced Communication between City/Neighborhoods	Neighborhood Association and HOA support
3	Amenities for Neighborhoods that Want Connectivity (Walk, Bike, Transit)	<ul> <li>Healthy community policies</li> <li>Easy access to transit</li> <li>Tree lined streets</li> </ul> Preserve and revitalize neighborhoods
3	Tree Lined Streets	<ul> <li>Walkable neighborhoods</li> <li>Density transitions</li> </ul> Preserve flood irrigation
3	Sustainable New Development	<ul> <li>Design smaller more affordable homes</li> <li>Preserve and revitalize neighborhoods</li> <li>Amenities for neighborhoods that want connectivity (walk, bike, transit)</li> <li>Community of all ages and abilities</li> </ul>



		<ul><li>Easy access to transit</li><li>Jobs and housing balance</li></ul>	<ul><li>Healthy community policies</li><li>Urban living amenities</li></ul>
			Character area planning
	Preserve and	<ul> <li>Historic preservation and reuse</li> </ul>	Tree lined streets
3	Revitalize	<ul> <li>Infrastructure maintenance</li> </ul>	• Density transitions
	Neighborhoods	Code enforcement relations	
3	Update Parks	Open space to reflect neighborhood	Healthy community policies
3	Opuate Faiks	<ul> <li>Community for all ages and abilities</li> </ul>	
3	Open Space To	<ul> <li>Community for all ages and abilities</li> </ul>	Preserve and revitalize neighborhoods
3	Reflect Neighborhood	<ul> <li>Downtown amenities for gathering</li> </ul>	
	Defined or Balanced	<ul> <li>Infrastructure maintenance</li> </ul>	Tree lined streets
3	City Services	Amenities for neighborhoods that	Safe neighborhoods
		want connectivity (walk, bike, transit	
3	Locally Owned Businesses	Healthy community policies	
3	Affordable Housing Units	<ul> <li>Design smaller, more affordable homes</li> </ul>	Affordable housing-transportation access
	Loud Party	<ul> <li>Off campus student housing</li> </ul>	
3	Restrictions	challenges	
		•	
		Aging in Place and long term	•
3	A Community for All	residency  • Address homelessness	
3	Ages and Abilities	<ul> <li>Address nomelessness</li> <li>Help property maintenance for</li> </ul>	
		elderly/disabled	
		Easy access to transit	Downtown grocery store
3	Urban Living	<ul> <li>Tree lined streets</li> </ul>	3 3 3
	Amenities	Open space to reflect neighborhood	
		Address homelessness	
3	Connect Human	Aging in place and long term	
3	Services	residency	



3	Address Homelessness	<ul> <li>Affordable housing units</li> <li>Affordable housing-transportation access</li> <li>Connect Human Services</li> </ul>	
3	Help Property Maintenance for Elderly/Disabled	<ul><li>Aging in place and long term residency</li><li>Connect Human Services</li></ul>	
3	Recognize and Celebrate Identity at Hubs	Downtown amenities for gathering	
3	Placemaking	<ul><li>Tree lined streets</li><li>Open space to reflect neighborhood</li><li>Arts and cultural enhancement</li></ul>	
3	Walkable Neighborhoods	<ul><li>Tree lined streets</li><li>Safe neighborhoods</li></ul>	Amenities for neighborhoods that want connectivity (walk, bike, transit)
3	Downtown Amenities for Gathering	<ul> <li>Recognize and celebrate identity at hubs</li> </ul>	Placemaking
3	Cultural Resource Areas Valued	<ul> <li>Density transitions</li> <li>Preserve and revitalize neighborhoods</li> <li>Preserve flood irrigation</li> <li>Affordable housing-transportation access</li> </ul>	<ul> <li>Historic Preservation and reuse</li> <li>Code enforcement relations</li> <li>Infrastructure maintenance</li> <li>Urban living amenities</li> </ul>
3	Neighborhood Association and HOA Support/Involvement	<ul> <li>Enhanced communication with City/Neighborhood</li> </ul>	
3	Neighborhood Grants	<ul> <li>Neighborhood Association and HOA support</li> <li>Preserve and revitalize neighborhoods</li> </ul>	Enhanced communication between city/ neighborhoods
3	Preserve Scenic Views	Open space to reflect neighborhoods	
3	Increase Home Ownership	Affordable housing-transportation access	Aging in place and long term residency



2	Jobs-Housing Balance	•	Sustainable new development	
3		•		
2	Redevelop to	•	Infrastructure maintenance	
3	Eliminate Blight	•	Code enforcement relations	
	Infrastructure Maintenance	•	Preserve and revitalize neighborhoods	
3		•	Update parks	
		•	Walkable neighborhoods	

#### GUIDING PRINCIPLE: SUSTAINABILITY AND ENVIRONMENTAL STEWARDSHIP

Priority	Concept	Direct Relationship	Indirect Relationship
1	More Trees	<ul><li>Reduce heat island effects</li><li>Walkable neighborhoods</li></ul>	<ul> <li>Urban Forestry Assessment (Tree Health)</li> <li>Reduction of greenhouse gases</li> <li>Flood irrigation for greening</li> </ul>
1	Water Resources Assured	<ul><li> Groundwater recharge</li><li> Wastewater reuse</li></ul>	<ul><li>Low impact development</li><li>Green building standards</li></ul>
1	Reduction of Greenhouse Gases	<ul> <li>Air Quality Compliance</li> <li>Employer trip reduction measures</li> <li>Light rail and streetcar transit</li> <li>Alternative Fuel Vehicle Fleet</li> <li>Energy Efficient City Buildings</li> </ul>	<ul> <li>Clean Energy as Alternative Energy</li> <li>Transportation system encourages ridership</li> </ul>
1	Walkable Neighborhoods	<ul> <li>More Trees</li> <li>Reduce high-pollen landscapes</li> </ul>	<ul> <li>Urban Forestry Assessment (Tree Health)</li> <li>Bike paths connect open space and neighborhoods</li> <li>Walk to school</li> </ul>
1	Reduce Heat Island Effects	<ul> <li>Green building standards</li> <li>More trees</li> <li>Ambient temperature reduction- Trees for shade</li> </ul>	Walkable neighborhoods
1	Multi-modal transportation options	<ul> <li>Light rail and streetcar transit</li> <li>Bicycle-Friendly Community</li> <li>Walkable Neighborhoods</li> </ul>	



2	Air Quality Compliance	<ul> <li>Active dust control</li> <li>Employer trip reduction measures</li> <li>Alternative fuel vehicle fleet</li> </ul>	Clean energy as alternative energy
2	Wildlife Habitat Enhancement	<ul><li>Environmental education opportunities</li><li>Tempe Town Lake preservation</li></ul>	Protect sensitive desert environment
2	Protect Sensitive Desert Environment	<ul><li>Wastewater reuse</li><li>Urban Forestry Assessment (Tree Health)</li></ul>	Reduce high-pollen landscapes
2	Low Impact Development	<ul><li>Wastewater reuse</li><li>Green building standards</li><li>Groundwater recharge</li></ul>	<ul> <li>Energy efficient city buildings</li> <li>Active dust control</li> <li>Dark sky limits</li> </ul>
2	Green Building Standards	<ul> <li>Energy efficient city buildings</li> <li>Low impact development</li> <li>More trees</li> <li>Protect sensitive desert environment</li> <li>Wide range of recycling efforts</li> </ul>	<ul> <li>Reduce heat island effects</li> <li>Wastewater reuse</li> <li>Groundwater recharge</li> <li>Dark sky limits</li> <li>Energy efficient incentives for residential</li> <li>Ambient temperature reduction- trees for shade</li> <li>Edible landscapes</li> </ul>
2	Active Dust Control	<ul><li>Protect Sensitive Desert environment</li><li>Air quality compliance</li></ul>	<ul> <li>Flood irrigation for greening</li> </ul>
2	Noise Reduction (Airport impacts)	Air quality compliance	
2	Flood Irrigation for Greening	Ambient temperature reduction- trees for shade	<ul><li>More trees</li><li>Wildlife habitat enhancement</li></ul>
2	Wide Range of Recycling Efforts	Environmental education opportunities	Clean up and reuse brownfields
2	Night Sky Limits	<ul><li> Green building standards</li><li> Low impact development</li></ul>	
2	Bicycle Friendly Community	<ul> <li>Transportation system that encourages ridership</li> <li>Bike paths connect open space and neighborhoods</li> </ul>	Multi-modal options



2	Transportation System Encourages Ridership	<ul><li>Bicycle-friendly community</li><li>Walkable neighborhoods</li><li>Light rail and streetcar transit</li></ul>	<ul> <li>Alternative fuel vehicle fleet</li> <li>Employer trip reduction measures</li> </ul>
2	Energy Efficient Incentives for Residential	<ul><li> Green building standards</li><li> Clean energy as alternative energy</li></ul>	
2	Clean Up and Reuse Brownfields	<ul><li>Redevelop and reused Super Fund sites</li><li>Green building standards</li></ul>	
2	Redevelop and Reuse Super Fund sites	<ul><li>Clean up and reuse brownfields</li><li>Green building standards</li></ul>	•
2	Urban Forestry Assessment (Tree Health)	<ul> <li>More trees</li> <li>Ambient temperature reduction – trees for shade</li> <li>Protect sensitive desert environment</li> </ul>	
2	Tempe Town Lake Preservation	<ul><li>Wildlife habitat preservation</li><li>Environmental education opportunities</li></ul>	Walkable neighborhoods
3	Transit Fleet on Clean Energy	<ul><li>Light rail and streetcar transit</li><li>Reduction of greenhouse gases</li></ul>	
3	Groundwater Recharge	Low impact development	
3	Solar Access	Green building standards	
3	Reduce High Pollen Landscapes	Protect sensitive desert environment	Active dust control
3	Environmental Education Opportunities	<ul><li>Wildlife habitat enhancement</li><li>Tempe Town Lake preservation</li></ul>	
3	Clean Energy as Alternative Energy	<ul><li>Alternative fuel vehicle fleet</li><li>Energy efficient city buildings</li></ul>	<ul><li>Air quality compliance</li><li>Transit fleet on clean energy</li></ul>
3	Light Rail and Streetcar Transit	<ul> <li>Transportation system that encourages ridership</li> <li>Alternative fuel vehicle fleet</li> </ul>	Transit fleet on clean energy



3	Edible Landscapes	<ul> <li>Low impact development</li> <li>Green building standards</li> </ul>
3	Wastewater Reuse	<ul><li>Low impact development</li><li>Groundwater recharge</li></ul>
3	Employer Trip Reduction Measures	<ul> <li>Air quality compliance</li> <li>Transportation system encourages ridership</li> </ul>
3	Energy Efficient City Buildings	<ul> <li>Clean energy as alternative energy</li> <li>Green building standards</li> <li>Reduce heat island effects</li> </ul>
3	Open Space Relates to Neighborhood	<ul> <li>Bike Paths connect open space and neighborhoods</li> <li>Walkable neighborhoods</li> </ul>

#### GUIDING PRINCIPLE: INCREASED ECONOMIC VITALITY

Priority	Concept	Direct Relationship	Indirect Relationship
1	Diversity of Workforce	<ul> <li>Workforce development</li> <li>Attract Valley innovators and entrepreneurs</li> <li>Maintain highly trained workforce</li> <li>Target ASU graduate pipeline</li> <li>ASU Economic Engine</li> </ul>	<ul> <li>Job training program partnerships</li> <li>Collaborative work space</li> <li>ASU Venture Catalyst</li> </ul>
1	Attract business	<ul><li>Bring Beneficial Jobs</li><li>Incubator business opportunities</li></ul>	•
1	Small Business Assistance	Attract Valley innovators and entrepreneurs     Create small-scale business	Small business mentorship



1	Development Incentives/Minimize Red Tape	•	Development facilitation GPLET tax incentive Foreign Trade Zone	•	Economic enhancement at all levels Target jobs with good wages Thoroughly evaluate land sales
2	Define Economic Identity	•	Attract Valley innovators and entrepreneurs	•	Adjust to changing workforce
2	Attract innovators and entrepreneurs	•	ASU Venture Catalyst Target ASU graduate pipeline Incubator Business Opportunities	•	Small business assistance
2	Workforce development	•	Target jobs with good wages Job training program partnerships		
2	Job training program partnerships	•	Networking and educational opportunities	•	Small business assistance Create small-scale businesses
2	Collaborative work space	•	Incubator business opportunities ASU Venture Catalyst		
2	Knowledge Based Economy	•	Maintain highly trained workforce Target ASU graduate pipeline		
2	ASU Economic Engine	•	ASU Venture Catalyst Target ASU graduate pipeline		
2	Maintain highly trained workforce	•	Target ASU graduate pipeline Attract Valley innovators and entrepreneurs		
2	Target ASU graduate pipeline	•	Maintain high trained workforce Small business assistance	•	Affordable workforce housing Continually improve schools
2	Affordable Workforce Housing	•	Multi-modal Transit Government & Business Connection	•	
2	Vibrant Arts Community	•	Town Lake as Regional Attraction Historic Preservation and reuse (such as Mill Ave.)		
2	Economic Enhancement On All Levels	•	Adjust to changing workforce More local owned businesses	•	



2	Target Jobs with Good Wages	<ul> <li>Bring beneficial jobs</li> <li>Economic enhancement at all income levels</li> </ul>
2	Continually Improve Schools	<ul> <li>Networking and Education         Opportunities     </li> <li>Government and business connections</li> </ul>
3	Networking and Educational Opportunities	<ul> <li>Small business mentorship</li> <li>Continually improve schools</li> </ul>
3	Remain flexible to Changing Economy	
3	Foster Private Investment	
3	Create Small-Scale Businesses	
3	Commercial/Industrial Solar Energy	
3	Government & Business Connection	
3	Development Facilitation	
3	More Local Owed Businesses	
3	Town Lake As A Regional Attraction	
3	Adjust To Changing Workforce	
3	Support Local First	
3	Historic Preservation and Reuse (such as Mill Ave.)	